

MINNESOTA LIBRARIES



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The Library and the Business Man

DOROTHY F. WARE

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Is there a forgotten man in your library? There is a special room for children, there is a section for teen-agers, there is a reference collection for students, and there are shelves of current books for housewives. But what does your library provide for the business man? It is the business man who pays a large share of the taxes in your community and who is most concerned with the services he receives from his tax dollars. The librarian will find it easier to win his support and cooperation if the library supplies him with business information.

Business service will not only win new friends for the library but it will be a challenge to the librarian. The business man wants facts and figures, and in order to produce them the librarian must acquaint himself with the new tools, new terms, and new sources of information. He must be alert to current industrial and political developments. Building a business collection takes time, money, and thought, but it is a stimulating and rewarding experience. Business men are appreciative patrons and good boosters.

The Collection

The business collection should be adapted to the needs of the particular locality. This means that the librarian must become familiar with the industries of the community. In many smaller cities the bulk of the business will be done by retail merchants, in others a particular industry will be most important, while in larger cities there will be many types of business. Basic material that will be useful to all groups can be supplemented by publications in more specialized fields. The reference facilities of large local manufacturing plants can be checked in order to avoid duplication of expensive volumes.

Telephone books and city directories are essential tools in any business reference collection. The alphabetical and classified sections of the New York and Chicago telephone books should be among the first purchases. City directories are no longer published for either city. The telephone books of cities in the area as well as those for

larger cities in other sections of the country will prove useful. The library will need a complete file of local city directories. They are consulted by attorneys, collectors, real estate agents, and others who are tracing companies or individuals.

Trade and professional directories contain a wealth of information on names and addresses, manufacturers of specific products, trade names, and the officials and facilities of individual companies. *Thomas' Register of American Manufacturers* is the most comprehensive and a "must" for any business collection. Another essential reference tool is the *Directory of Minnesota Manufacturers*, issued by the Minnesota Department of Research and Development. The small library will want to order as many additional directories as the budget permits. Useful volumes include directories of newspapers, banks, lawyers, associations, railroads, advertising agencies, textiles, drug stores, department stores, and insurance companies. Some published by government bureaus or trade associations are sent free to libraries, while others compiled by regular book publishers are expensive. The credit books issued by Dun and Bradstreet and the local credit associations are never sold to libraries. They are obtained on subscription basis and are considered confidential.

The business man is always interested in statistics. Manufacturers ask for figures on production, costs and sales. Advertising and marketing men are concerned with the purchasing power and standards of living in particular trade areas and in the sales of products in their own and related fields. Retailers want comparative operating costs and record-keeping systems. The librarian must become familiar with government and commercial statistical sources. The *Census of Agriculture for 1945*, the *Census of Manufacturers for 1947*, the *Census of Business for 1948*, and the *Seventeenth Census of the United States for 1950* are basic documents in any business collection. If possible the library should contain complete sets of the census. Some of the volumes have not yet been published, but the information is

available in pamphlet form and in preliminary releases.

The *Rand McNally Commercial Atlas and Marketing Guide* or another large, up-to-date atlas is essential in any map collection. Questions on locations of towns and cities, spelling of names, counties and county seats can usually be answered by referring to an atlas or the *Official Postal Guide*. State maps can be obtained from the highway departments of the various states. Local chambers of commerce will often send city maps on request. These associations are excellent sources for booklets on industrial and business conditions in a particular community.

Pamphlets have an important place in any business information service. Government bureaus, trade associations and corporations frequently issue material in pamphlet form. The librarian can ask to be put on the mailing list of such organizations as the National Association of Manufacturers, the Chamber of Commerce of the United States, the American Federation of Labor, the Congress of Industrial Organizations, the Policyholders Service Bureau of the Metropolitan Life Insurance Company, the Research Department of the Curtis Publishing Company, and the Division of Marketing and Research of the Macfadden Publications. It is worth while to examine carefully the check lists issued by both state and federal governments. Newspapers and periodicals often quote from pamphlets or releases that can be obtained free of charge by writing to the issuing organization.

Newspapers will be read with a view to clipping for business information. Changes in government personnel should be noted, officers of business and political associations copied or clipped, and items on local companies and industries added to the files. Facts and statistics in the field of business, that are not readily available elsewhere, should be clipped. If the library subscribes to a newspaper containing stock market quotations, it is advisable to keep the file for several years. Investment dealers, accountants, lawyers, tax experts, and private investors refer to the back issues in connection with income tax returns, the settlement of estates, and charting stock market trends.

An adequate collection of circulating books will be appreciated by the business men. They want to borrow volumes on

such subjects as salesmanship, advertising, marketing, real estate, investments, and industrial relations, for home or office use. Patrons should be encouraged to suggest titles that interest them. Business books are expensive and must be selected with care. If there is doubt as to the content and usefulness of a particular volume, it can be ordered on approval. Reviews in current magazines and lists issued by other libraries are helpful book selection tools.

The aid of groups and individuals can be enlisted in building up the collection. State senators and representatives will send legislative manuals, and will help the library to obtain other Minnesota documents and reports. The Minnesota congressmen in Washington can usually supply copies of bills, reports, and hearings. Requests for local publications can be directed to city and county officials. Secretaries of chambers of commerce and business executives will often turn over to the library gift copies of books and pamphlets. If the librarian makes it known that the library needs books for the business collection, he will receive material from many sources. Accounting, insurance, banking or other groups will sometimes contribute money for the purchase of books in their particular field.

Publicity Methods

Advertising the business service is the librarian's next job. As soon as he has assembled a workable collection it is important to explain the resources and services that are available. The business man is more interested in getting answers to his questions and solutions to his problems than in knowing the number of volumes in the collection. This should be considered in planning publicity.

Editors of local newspapers are interested in news stories. The librarian can be on the watch for questions, reading trends, statistics, and unusual incidents that will make good library publicity. Photographs always attract attention. The human interest element should be stressed in sending copy to newspapers.

The radio station presents another opportunity for publicity. The manager might be persuaded to have spot announcements made of the new business service. Often the librarian can arrange to be interviewed on a regular program. In the course of the

week there are numerous broadcasts that have guest speakers.

Luncheon and service clubs, chambers of commerce, and trade associations are always interested in new business developments in the community. The librarian or a member of the library board could give an entertaining and informative talk on the business information service that the library has inaugurated. A question period might be of value to the speaker as well as to the audience.

"Your Business Is Our Business" was the slogan for a recent display of business books installed in several Minneapolis banks by the neighborhood branches of the Minneapolis Public Library. A bank, real estate office, commercial club or retail store is often willing to donate window space for such an exhibit. It is helpful to secure the advice and assistance of an advertising man or window dresser in planning and arranging the display. Book store windows pictured in the *Publishers Weekly* and the *Retail Book-seller* and articles on publicity in the library periodicals can be studied.

Bulletins and lists should be distributed outside of the library as well as to the regular patrons. They can be made available at meetings of groups interested in the business service. They can be mailed to officers of business firms, labor unions, employee organizations, and business schools. Each method of publicity reaches a certain group.

Some read newspapers, some listen to the radio, some look at window displays, and still others attend meetings. If the same persons are included in all four groups, the library publicity will be just that much more effective.

Service

Efficiency is the real test of the business information service. Questions must be answered accurately and quickly. Material must be well arranged and easily accessible. The librarian must be willing to give a great deal of information over the telephone. The business man expects to get street addresses, names of newspapers, locations of towns, manufacturers of certain products, the executives of a particular corporation, and similar information by telephone. If he has a problem that requires considerable research, he may call the librarian and ask to have the material assembled and ready for his use. Red tape must be cut whenever possible. In some instances, reference volumes may be issued for overnight use or a typewriter supplied for copying material from publications that cannot be taken from the library. If the library does not contain the desired information, other sources may be suggested. A well chosen, widely advertised and efficiently administered business collection will be a real asset to any community and win additional support for the public library.

(Ed. Note: See also book list on page 252.)

College Library Service to Alumni

DAVID R. WATKINS

Librarian, College of St. Thomas

What does the college library owe the alumnus, that college-trained adult who often "discoveries that hardening of the arteries of the intellect comes on in adult life?"¹ Is he a forgotten and neglected man in all but the fund-raising activities of the college? Is that enthusiastic movement of the earlier decades of this century—the attempt of alumni leaders, adult education specialists, and librarians to "educate the educated"²—still producing an effect in Minnesota colleges? An informal study of the opinions of college librarians and the policies of their libraries with regard to service to alumni was undertaken during October of this year, and it is the purpose of this article to report the findings and to give a few general considerations on the subject.

Of the sixteen librarians who replied to a short questionnaire, eleven declared that service to alumni is an objective of the college library, four were doubtful, and two stated that it is not an objective. However, all of the librarians reporting indicated that they do give some kind of service to alumni—for the most part loans when requested and (in five cases) reference service also. It would seem from the replies that some of those who expressed doubt or even declared forthrightly that it is not an objective of their libraries would have agreed that such service is one of the secondary objectives of the college library. Only one college (a teachers' college) indicated that its graduates were *invited* to ask for assistance from its library when teaching materials were not to be found in the area in which the teacher was employed. For, by and large, Minnesota college libraries do not formally advertise their resources and services for the use of their alumni, although in all cases covered by this study they make loans on request if the materials requested are not in demand by their faculty or student body.

In two cases (both teachers' colleges) a deposit is required before a loan is made. Two colleges volunteered the information that outgoing shipping costs are borne by the library. One library summarizes material from books which cannot be spared from its shelves and also gives bibliographical data, presumably to enable the person making the request to find the book in another library or to purchase it. All of the college libraries either stated or implied that books on loan to alumni are subject to immediate recall if there should be a demand for them within the college.

Mr. Guy R. Lyle says that "An effort should be made to furnish alumni with technical and scholarly works which they may need in industrial research or professional work. In a number of libraries alumni are permitted to borrow from the general collection, books not required by students or faculty. For the most part this service is more strictly limited than it should be. But the fault may be as much, or more, with alumni inertia as with library practice"³ He says, further: "The reasons given for supporting extension service with library materials in the college apply equally to a program of alumni reading service. The obligation is greater here, of course. Alumni who live outside the area served by public libraries have sometimes need of scholarly and technical books to aid them in study and work. They are accustomed to the use of college libraries and it is only natural that they should turn to their colleges when local public library and bookstore services are lacking."⁴ Other students of college and university library administration such as Wilson and Tauber⁵ and Mr. Charles H. Brown, writing in an issue of the *A.L.A. Bulletin*,⁶ also recognize the obligations of the college toward its alumni.

But that this is a distinctly subordinate objective of the library is evident, for the first obligation of the college library is to the

¹Levering Tyson. "Two New Aspects of Adult Education . . ." *A.L.A. Bulletin*, xxiv (1930), 344.

²Levering Tyson. "Educating the Educated." (Address at meeting of Association of Alumni Secretaries, April, 1925.)

³Guy R. Lyle. *The Administration of the College Library* (New York: H. W. Wilson, 1949), p. 148.

⁴*Ibid.*, p. 189-200.

⁵Louis R. Wilson and M. F. Tauber, *The University Library* (Chicago: University of Chicago Press, 1945).

⁶Charles H. Brown, "Alumni Education and Its Relation to the Library of the Changing College," *A.L.A. Bulletin*, xxv (1931), 22.

students and faculty. Indeed, the alumnus who is concerned with the good of the college would be disturbed if his postgraduate book need were met by the college library before reasonably adequate service was offered the students and faculty, — not that such a possibility constitutes a clear and present danger. Several of the librarians of Minnesota colleges state that they would like to undertake more extensive service to their alumni when and if time and funds permit.

Would not service to alumni duplicate service offered by the public libraries? Loan and reference service by the college library offered to alumni who are served by good public library systems would certainly constitute undesirable duplication of expensive services. But we know that in Minnesota only about one-third of the population has access to good public library service and that the library coverage of the United States as a whole leaves much to be desired. And, on the other hand, the providing of lists of books and readings to alumni would not really duplicate other service, but according to the experience of an earlier period, stimulate the use of public libraries. One of the early advocates of alumni education, Mr. Henry M. Wriston, went so far as to say that the objective of continued education for the college graduate is of such importance and so socially useful that duplication of effort should be overlooked. The recent Public Library Inquiry concluded that public libraries, in building their book collections, have emphasized the ephemeral and merely entertaining at the expense of the enduring and serious. If this is the case, it would seem that for a while at least the college library would have a definite role to play in answering the type of questions which Mr. Lyle mentions.

Allusion has been made in the foregoing to the alumni education movement. Miss Edith M. Brainard, the librarian of James Millikin University, has recounted its history in an article published a year ago entitled "The Rise and Decline of Alumni Education." She traces its origin back to 1916 when Mr. Ernest M. Hopkins, a former alumni officer, became president of Dartmouth and urged in his inaugural address that educational contact between

alumni and their college or university be maintained. This thought was echoed soon afterwards by President Meiklejohn of Amherst. In 1922 at the annual meeting of the American Alumni Council, most alumni officers showed interest in encouraging the further intellectual development of the graduate. Reading courses were prepared at Amherst, Smith, and Wellesley. At the meeting of the Association of Alumni Secretaries in 1925 Mr. Levering Tyson, director of the Home Study department at Columbia, gave an address entitled, "Educating the Educated." The movement for alumni education burgeoned throughout the thirties. In 1931 an incomplete survey showed that 76 universities and colleges had programs of continuing education and that 18 more were planned. The Carnegie Corporation considered the movement sufficiently promising to make grants to five institutions for furthering their experiments in continuing education. Lafayette was chosen because of its Alumni College, a week's program of studies which followed immediately after commencement. Lawrence College, under the leadership of Henry M. Wriston, provided not only reading lists of high quality but the books as well. The University of Michigan undertook an ambitious program of individualized reading lists, an alumni university, and referrals of special research problems to members of the faculty. Vassar provided a series of very successful alumni conferences, and its "Institute of Euthenics," a series of conferences on family life and child problems, was widely known. For the most part alumni education developed along lines such as these.

Interest in these programs began to wane as early as 1940. Miss Brainard reports that the number of alumni interested in such ventures has always been small, and response to questionnaires has been disappointing. However, many of the reading list services and reading programs are still being continued, and even some of the alumni colleges have survived in modified form. The Center for Continuation Study at the University of Minnesota is an outgrowth of the philosophy of this movement.

Miss Brainard concludes that the reading guidance service at the University of Michigan "will continue to be requested" be-

⁷Edith M. Brainard, "The Rise and Decline of Alumni Education," *Association of American Colleges Bulletin*, xxv (1949), 410-432.

cause it has been "adapted to meet the needs of many different individuals and their changing interests."⁸ She feels that as a whole, however, the alumni education movement has been absorbed by the various new adult education programs which have appeared on the scene.

Nevertheless, the basic idea of assisting alumni to continue intellectual interests which were discovered in college and to develop new interests is good. If it is true that, as Jacques Barzun says, the educated man "is still envied but no longer emulated,"⁹ it is a terrible admission for us to have to make. It behooves us to do everything in our power to assist those of our alumni who need and wish our help in maintaining their interest in the world of thought which is open to them through the printed word.

Dr. Brown has pointed out that effective alumni education is dependent upon a change in college and university teaching methods which would "de-emphasize" the textbook and stress intensive reading and stimulate intellectual interests. Mr. Brown was writing in 1931, but any practicing college librarian of our own day would be forced to agree that this need still exists and in a great degree. If colleges are to raise up leaders, men of real culture, steeped in the wisdom of the West and truly appreciative of its values and ideals, it will never be done by the slipshod and uninspired teaching methods so prevalent in higher education today. Lest we think that this problem is peculiar to the smaller and less well-supported institutions, it may be well to add that Mr. Philip McNiff, when Superintendent of the Reading Room at Harvard University, said that in general the Harvard undergraduate does not read. Of course, the librarian cannot solve this problem by himself; indeed, it is an obligation shared by all who make the policy of educational institutions. But it is certainly his duty to raise his voice in academic councils to point out the failures of higher education which are apparent to him through his analyses of statistics of library use and through his daily observation. It is his duty to leave no stone unturned in seeking ways of stimulating reading among those who use his library. Every conceivable device should be used to

stimulate the latent intellectual curiosity of college students. The college librarian must devote more time to conferences with members of the faculty to the end of strengthening the resources of the library and of increasing the effective use of the resources already present.

Perhaps we have worried too much about the alumnus who is interested in only the superficial aspects of college life. Miss Brainard quotes Mr. Morse A. Cartwright, director of the American Association for Adult Education, as saying:

"A quarter of the thought and energy applied by colleges to the maintenance of alumni athletic interest addressed to the alumni interesting in their own intellectual welfare might work wonders not only among the alumni, but in the institutions themselves."

If the college librarian were to set his sights somewhat lower than did the advocates of alumni education in the thirties and offer his cooperation to the alumni secretary, it would seem that there would be a good chance that some good could be accomplished. The by-products of such an effort might be very good and useful for the library. To cite only two examples, the alumni bulletins of Harvard and Princeton have carried excellent articles on the library.

Admittedly, for the harassed college librarian operating on a traditionally inadequate budget, the thought of still another job to add, without additional compensating help, to his already crowded schedule of duties is disturbing indeed. But if his limit of endurance has been reached, he may well add "service to the alumni" to the list of objectives of his library in his annual report and urge it, along with his other claims for a larger staff. Or for that matter, it may be an activity which he may keep in the back of his mind for development when propitious conditions prevail. Perhaps a modest start, such as an occasional book review contributed to the alumni bulletin, could be developed as time goes on.

Another project might be managed by zealous alumni themselves with encouragement and assistance from the library. The program of the College of St. Catherine is an example. St. Catherine alumnae have

⁸Ibid., p. 429.

⁹Jacques Barzun. "The Educated Man," *Life*, xxix, 1950.

established an alumnae lending library from which books circulate at the rate of three cents a day. The Alumnae Association also sponsors a "seminar in reading," consisting of book discussions centered about a predetermined theme. The St. Catherine Chapter of Kappa Gamma Pi publishes *Books Abounding*, a bi-monthly book reviewing periodical.

To sum up, then, Minnesota college librarians have not been unaware of the alumnus and have served him whenever he had called upon them insofar as they were able. Many of these librarians have a desire to do more for him when time and funds are forthcoming. In the majority of instances, they feel that service to the alumni is clearly within the scope of the objectives of their library, although it is secondary to the chief

objective of providing library service to the faculty and student body.

A closer and an enduring relationship between the college library and those alumni whose intellectual interests dispose them favorably to the library can produce much that is good. For the opportunity to interpret his program to the alumni is an end toward which all college librarians should work. The college library executive should seek to influence the policy of the institution toward the improvement of instruction. He must bear, along with other members of the academic body, the responsibility for training leaders for society. It is his obligation to help transform the college into the demi-Eden which it should be and to help those alumni who wish to continue to broaden and deepen their intellectual culture throughout their lives.

The Public Library—Cultural Frill or Useful Service

RALPH A. ULVELING

Director, Detroit (Michigan) Public Library

For nearly three years a group of social scientists, working under the aegis of the Social Science Research Council with funds provided by the Carnegie Corporation of New York, have been appraising the public library in "sociological, cultural and human terms" in an effort to determine the "library's actual and potential contribution to American society."

The findings of that study have now been released. At times they are severely critical. They are also thought-provoking. And they are definitely challenging. It is not my intention, however, to dissect Dr. Leigh's report. But since it will be discussed widely and since all librarians at one time or another will be confronted with it and be expected to act on certain of its findings, I feel I have an obligation just as you have to contribute whatever clarification and solution I can to the entire subject that he has opened.

Communications Revolution

The Public Library, Dr. Leigh points out, appeared and assumed its present institutional form at a time when books were scarce and expensive, when magazines were written for a limited clientele, when newspapers had a comparatively narrow range of topics and coverage and the world was without radio, phonograph records, films or television. Then came the communications revolution and it is in this new setting that libraries must now find their proper social function.

In developing this subject Dr. Leigh points out that today we have what are known as the media for mass communication—radio, press, motion pictures—and that these provide the major communication coverage despite the fact that their messages are limited by factors of popularity in subject appeal and popular understanding. There is a danger that some people may misinterpret this point and assume that libraries are merely an "also ran" in the field

of mass communication. Let us clarify this point briefly.

For the first two and a half years of its existence, I was a member of the United States National Commission for UNESCO. During the initial conferences of that group, which included outstanding leaders in education, in science, and in government, I tried, within the limits of my persuasiveness, to have libraries recognized as one of the media for mass communication. Eventually it became clear to me that a precise distinction, which I now recognize as sound and proper, kept libraries out of the mass communication category. To that learned body a mass communication medium is one through which a message is distributed widely in a single form. All listeners hear identical words coming over the radio. The monthly magazine brings the same pictures and the same articles at the same time into all homes that subscribe for it, regardless of its useability at the time it comes. But the library, unlike motion pictures or either of these, provides an individualized service for every patron who comes to it. Thus it is not a mass medium providing one message for all but is rather a medium for serving *masses of individuals* with a prescription service whereby each gets the precise thing that is best suited to his particular needs, to his ability, to his interests and to his background. What a unique and important service that is! At a time when the democracies of the world are fighting regimentation, the public library stands as one great governmental service that provides all the necessary freedoms for every person, through his own efforts, to achieve his fullest development. Not even the school systems can make so proud a boast, for in school every child is one of a group, with his progress limited by the group's progress. That is a great and unique strength of libraries. Let us proudly maintain it and proclaim it.

In quite another way Dr. Leigh points up the fact that, even in this era of mass com-

munication agencies, the library has important and appropriate services to perform, services which are likely to be performed inadequately or not at all by the commercial media. These functions, he says, should not be justified by the numbers of people reached so much as by the socially valuable interests which they serve. He even goes so far as to say that they are made more rather than less necessary by the very flood of materials produced and distributed by commercial means. In the most concise way I can phrase it, the functions he cites are concerned (1) with critical evaluative selection of materials, (2) with organization of the whole range of valuable materials, whether print, picture, record, or film, in such a way as to focus the full resources quickly and easily on a particular subject or problem, and (3) with promotion of use of all materials which will be socially beneficial to people, singly or collectively.

It is entirely possible that this and some other sections of the report which deal with quantitative factors may lead to misunderstanding and even unfair criticism of libraries by superficial readers of the study. When such a challenge comes, every librarian must be ready to meet it. I take no pride in sheer bulk of numbers but I insist that even on that count the showing of libraries is creditable. Allow me to illustrate the point with figures drawn from Detroit situations, since I know these best. You of course can make your own local comparisons. The Detroit Public Library has 350,000 registered borrowers. With the possible exception of the utility companies, is there any other institution having so large a credit file in the city? This year the Tigers, our big league baseball team, has had a record attendance because until days ago it was leading the league. Nearly two million people passed through the gates at Briggs Stadium this year. But this year the Library had more than three and a half million people pass through its doors. That is scarcely an unfavorable showing numerically. However, not long ago I heard a city manager (not from Detroit) say, with reference to figures brought out in one of the survey volumes, "How can you expect us to appropriate money for a service that is only used by 10% of the adult people regularly and by only 20% of the adults throughout the

year." What's wrong with that, I say! On a relative basis it's a superior showing. Except for street lighting, garbage collection, water service and the traffic division of the police department there are very few municipal services so widely used. Think of that for a minute. Does anyone believe that 10% of the people go monthly to the recreation department's gymnasiums to hang on bars and rings? Do 10% of the people stroll through the parks every month, winter and summer? Do 10% of the people use the Fire Department twelve times a year, or go to the municipal hospital every four weeks? Yet generous support for these services could not be questioned. Even the school system, which absorbs the major part of every local government's tax funds, serves, in many cities, only about 25% of the population in any one year. I reaffirm my statement. Ten per cent of the adult population using the library every month is good, and 20% of the adult population using it once a year is relatively excellent.

There are other points about which we cannot be proud. I quote from the Survey (p. 231):

"The Inquiry's sampling of holdings and current purchases revealed that small public libraries—which means two thirds of them—tend to buy and hold collections of popular current fiction more than anything else and that these small libraries make no serious attempt, by building stocks of popular but authoritative reference works to 'serve the community as a general center of reliable information'."

On another page this statement is found (p. 227):

"Although there is a great multiplicity of independent library units, all but a tenth of them are so small or so poor that they cannot by themselves assemble a large enough stock of books and other materials or support the trained personnel to constitute a modern public library service . . ."

And on still another page (219):

"The movement for building larger public library systems by consolidation, federation, or voluntary association has centered attention largely on less populous areas. It is equally desirable as a

direction for development, however, in metropolitan regions. . . . The organization of libraries under municipal corporations here, as in less populous areas, militates against complete coverage of the area and voluntary cooperation to provide an integrated service for the whole metropolis has seldom been carried out. But a pooling of resources in large urban areas has as much promise of economy as in rural regions."

If library service is to benefit from the tremendous investment of both time and money made in this survey, we librarians must take a good straight look at the facts cited, we must analyze the weaknesses and then proceed with honest determination to overcome them. With this as a background, let me mention briefly several points that I feel must be corrected if we are to move forward toward the realization of a library service that is purposeful and useful. I may add too that to accomplish this end inevitably we must be willing to accept a radical change.

Book Selection Policies

The number one change to be made concerns book selection policies. Many libraries, notably the smaller ones if the survey findings are correct, will have to de-emphasize recreational reading. And for all, standards of appraisal and selection will have to be sharply altered. Popularity of a title, or the subject competence of a book, or its originality of plot or theme should not influence decisions to the extent it now does. Instead, every book should be evaluated primarily from the standpoint of the positive contribution it can make to individuals. In other words, the approach should be not from the side of the book's content, but from the side of its potential use with people. This is a nebulous point, I know, and one on which we could argue for hours. One added word, however, may help in pointing out the differences I have in mind. Read the annotations of books that appear in our professional publications, all of which are intended as aids to librarians in choosing books. Practically without exception they are written with the thought of analyzing the book itself rather than of pointing out its usefulness in an educational service. This then becomes the number one weakness in need of correction.

Classification for Use

Next let us examine our way of presenting books on the shelves. Circulating libraries, whether it has been recognized or not, have followed slavishly the patterns of reference libraries where everything had to be so shelved that each precise bit of information could be found when needed. It was a classification by subject and content. The needs of a modern service for general readers require something far different, something that brings together books in the way readers wish to use them. The motivations for reading must therefore be recognized and planned for. After several years of experimentation in different branch libraries, a plan is now emerging in Detroit which we think will achieve this objective. The classification is based on the fact that people's interests fall into three main fields: interest in themselves and their own development; interest in their homes and families; interest in the community and world affairs. It recognizes too that authors writing on the same subject may have different purposes, different approaches, different reader appeals. The Detroit experiment is not finished, though it has gone far enough to convince all who have worked with it that as fast as our Home Reading agencies—branches and the Circulation Department of the Main Library—can be converted to the new plan, the change will be made, and, further, that anyone who has worked with it does not want to go back to a library using the Dewey Decimal classification. The whole plan is so amazingly simple it can be developed by any of you in your own libraries. A detailing of our experiences with it and a fuller explanation of the system is now being prepared for publication. Let me generalize on it by saying that, through this one device alone, a librarian inevitably scrutinizes every potential purchase with an eye to the productive use that will be made of it; librarians feel they are giving a more adequate service; and patrons, of all types have new fields of interest suggested to them in a way that had never been possible before. Had this scheme found widespread use before Dr. Leigh investigated libraries, I firmly believe his findings might have been far less critical than they were.

New Measuring Guide Needed

Next we must be iconoclastic about that most revered of all library possessions—cir-

ulation statistics. Statistics alone can never measure adequately the social importance of an institution that deals primarily in those human values that are unmeasurable—inspiration, tolerance, understanding, information and cultural appreciation. A mother worried by an even slight maladjustment in her six-year-old has drawn a lifetime of good from the library if just one of its books enables her to correct the boy's anti-social tendencies. The machine which tabulates library statistics will, however, never understand this interesting fact. That mother in the tabulated record becomes just another one-book-a-year reader. Similarly the minister, who on Sunday passes on to hundreds of his fellow men the things he gained from the library during the week, is recorded as just one library beneficiary. But remove the library from the community and something happens, not to one person only, but to hundreds. Nightly in Detroit there is broadcast on the Library's symphony hour a program of well-chosen recorded music drawn from the record collection in the Library's Audio-Visual Department. Because it is probably the best program of music coming over the air in our city, the great bulk of fan mail coming to the station is written in appreciation for that hour of good music. But in the record it is reduced by the leaden hand of statistics to "365 broadcasts given during the year." I could multiply such cases endlessly. And you could do likewise. But I have cited enough to show that any evaluation of the public library which is based on quantitative measurements is unsound in approach and inadequate in its findings.

We must find a new basis for measuring our work. The old standard of circulation statistics is inadequate, but, even worse, it is actually corrupting. It is inadequate because it reflects only a part of the full scope of any progressive library's activity. Nowhere does it recognize the hours of time that go into providing information wanted by patrons in the reference departments or the hours that go into providing programs designed to arouse new interests in people through library publications, through lectures, and group meetings of various kinds. Nor does it give due recognition to some of the educational experiences provided for people through Great Books and other types of discussion, reading, and study clubs. It is likewise inadequate because it reduces every-

thing with the heavy hand of statistics to quantitative results. For example, the educational import of libraries exerted through community leaders—ministers, newspaper writers, radio men, labor, industrial and governmental officials—may appear to be of less significance when viewed through statistical records than the service rendered to one voracious reader of purposeless novels.

On the other hand the use of circulation figures is actually corrupting because it keeps before librarians a standard for accomplishment that we freely admit is not a good one. Yet we fail to hold up any other standard for measuring the truly significant parts of the library's service. In this way we keep advertising the wrong thing and, as always happens with repetitious advertising, eventually, in spite of our best judgment, subconsciously we accept it.

To develop a sound new measuring guide will not be easy. However, through the joint thinking of all of us, and possibly with the aid of studies by graduate students working under faculty guidance, something acceptable may be found. If and when it is developed, the Public Library Division of A.L.A. should take action to adopt it as the standard so it will have wide acceptance in the profession and so it will carry the weight of authority when used with local governmental officials.

Type of Personnel Required

I have previously referred to the new kind of thinking required in those aspects of library operation that pertain to books, i.e. new standards for selection, new ways of organizing them in our libraries, and the need for a new means of recording library activity, something to replace the old circulation statistics. My next point concerns the kind of librarians we need for a service that will have real educational significance for every person who uses it. I would like to begin this section with a pertinent quotation:

"Man's books are but man's alphabet
Beyond and on his lessons lie."

In thinking of the kind of service I visualize as being necessary to meet our social responsibilities, I often draw a parallel with the medical field. A good doctor can never function properly if his knowledge is built primarily around the hundreds of excellent compounds on the druggist's shelves. Even

more fundamental is a good knowledge of ailments and the manifestations of them in all types of persons. But both are needed to prescribe soundly and properly. Just so must librarians operate in the area of mental development and well being.

As a first essential to the attainment of such a service we must recognize the importance of *knowing people* as being fully equal to the importance of *knowing books*. That skill in personal understanding—call it applied psychology if you wish—will require all of us to know and to recognize readily all types of people. We will of necessity have to learn, far better than most of us now know, the ways to approach people. We will have to develop skills in opening conversations and drawing out patrons, likewise we will have to cultivate skills in helping readers articulate their vague partially-formed interests, and we will have to have methods for stimulating and developing interest. With such equipment we will be able to appraise each reader's needs and then prescribe accordingly. When we achieve this level of service we will in a very real sense be able to lay claim to the standing of a profession.

Group Programs

Taking a broad view of the public educational system of this country, we find that schools and colleges train people to do orderly thinking but that they cannot foretell the needs of people nor prepare them with the information they need throughout life. Let me say too that I hope the billions of dollars spent on public education in this country annually has carried the American people beyond the point where adults must depend on the interpretations of a night school classroom teacher, however good such a teacher may be. I say this with great depth of feeling for I believe, sincerely, that no matter how many degrees a person may have he remains educationally immature until he has learned to assemble the data he needs when he needs it, then to analyze, organize and interpret it for his own use. In other words, he remains uneducated until he learns "to travel on his own power." To achieve this type of intellectual independence should be one of the primary objectives of formal schooling, particularly in a democratic society.

If the foregoing point is a sound one, then the public library has an indispensable place to fill in our society. It becomes the capstone of our public educational system, the place to which people in post-school years may go for information, for stimulation and for a widening of their interests. Without such an agency our society could not possibly capitalize fully on the great public and personal investment made in our schools and colleges.

However, if libraries are to justify this very important social potential they will have to conduct their own positive service programs of stimulation and education and not remain in an ancillary relationship to other educational organizations of the community. They should at all times cooperate in any of many ways with other institutions, but never should they consider such cooperation as a substitute for the kind of leadership that is inherently their responsibility. Constantly librarians must be alert to discover and develop new activities designed to awaken latent interests in people, to broaden their horizons, to make men and women aware of the things which they should think about because those things are important to them even though they have no awareness of that fact.

Though there may be many approaches to the attainment of this objective, group programs are one of the basic means to be employed. Discussion groups organized around study of the so-called Great Books, national, or international affairs; a showing followed by discussion of educational films; lectures on cultural subjects—art, music, literature; play reading groups; music appreciation courses illustrated with phonograph recordings; study clubs organized around special interests as gardening, nature study or child care and training; all of these are means that can and should be employed by libraries everywhere to widen people's interests and thinking. Obviously no normal library staff has the time or even the background training to handle without outside assistance so varied a range of lectures and other activities. But by drawing on the resources of the community that will be available without cost, even small libraries can conduct amazingly enriching programs for the communities they serve. Only initiative and the will to do it are necessary.

Cooperation

My final point concerns a weakness mentioned by Dr. Leigh, one which I quoted earlier — cooperation. In the library field, as in the school field, one of the great handicaps to progress is an unwillingness to share with others even though we have everything to gain by doing so. The movement for consolidation of schools has been very slow to be accepted just as has the county library movement. However, through a pooling of resources, smaller libraries could enjoy the benefits now found only in larger institutions — larger book resources, phonograph collections and even access to an educational film collection. Similarly, metropolitan area libraries might cooperate on joint publicity programs, interchange of borrowing privileges for patrons, etc. But perhaps the change is about to come. At least in one area representatives of nine libraries sat together and

after months of discussion and planning they succeeded in working out an acceptable arrangement to provide for joint support of a film service on which all could draw. This can and must be multiplied many times in many places.

Conclusion

In bringing this talk to a close I wish to emphasize that in working for a better library service we must keep our eyes on the ball. Modern buildings, streamlined procedures, a well developed public relations program, the inclusion of new service media such as educational films and sound recordings, and simplified cataloging, are all nothing more than means to an end. The final test of a functional library is the thing that happens when a librarian and a reader meet. These are the factors that will determine whether a library is a cultural frill or a useful service.

Teen-Age Reading

The Friends of the St. Paul Public Library recently sponsored a one-day Institute on The Teen-Ager: His Reading and Recreation. Margaret Scoggin, Young People's Specialist for the New York Public Library, presided at the meetings which were held in the main library. A digest of her meeting with an exclusively teen-age audience is given below.

Miss Scoggin — UNESCO-CARE plans to initiate a book program. They want to know what books we should send to European youth. I have traveled in Europe recently, particularly in Germany and France. The schools in Germany are not co-educational. The authorities were afraid of me because they thought I was an official. The German youth wondered if co-educational programs really work in America. There are boys' schools and girls' schools, but they don't believe in co-education. They don't believe in student publications. There is very strict adherence to old rules by teachers and school officials. There is no social life in German schools. There is much overcrowding in the German schools also—1000 students in a space designed for 300. German youth wondered if American youth were permitted to have discussions and question the teachers in the schools. It seemed almost unbelievable to them when they were told that many teachers welcome discussions in their classes. In Germany the youth are not permitted to express themselves.

Yet German youth are interested in much the same things as American youth. If you are sixteen or seventeen in Germany, you wouldn't remember much about Hitler. In the years since Hitler was in power, the youth of Germany have had time to forget about Hitler and the Nazis. Therefore, we want to have no ill feeling toward the German youth. They are interested in American clothes. Do American youth actually wear the beautiful clothes pictures in *Seventeen*?

To return to school publications. The German youth have no school papers or magazines such as we have. Some students met in groups and began writing articles. When one boy wrote something about school or the teachers, he was expelled before he could give an explanation. I assured them that would not happen in America and that teachers were actually invited by the students to be their advisers on school publications.

What books, then, would you send these German youth? They already know about Daddy Long Legs and a little about Stein-

beck and Hemingway, but very little between these two extremes has been translated for them. There are difficulties in selecting books on American life for foreign teen-agers. John Tunis presents a good picture of American high school life from the sports angle, but German youth do not understand American sports. They don't play football and baseball. *Seventeenth summer* was translated, but one German girl who read it said that she didn't believe it could really have happened. "We reserve our affairs of the heart until we are 19 or 20," she said. (Laughter and disbelief from the audience.)

Teen-ager—All girls from 8-17 like Maud Hart Lovelace's books. They are a good picture of American life. Would German girls enjoy them?

Miss Scoggin—All girls would understand them, but they are not a very accurate picture of what we are doing today. Our way of life has changed greatly since the time about which these books are written. Would German youth be interested in life of today or yesterday?

Teen-ager—What about *I heard of a river*, in the Land of the Free series? That's about a German youth coming to America. Perhaps that would be good.

Miss Scoggin—This is another point. Should we send them books only about the good side of America or books about the bad side, too?

—Discussion followed on this point. There was a difference of opinion. Some said only good because they find enough fault with us, "take pot shots" at us, as it is. Others insisted that we should show both the good and the bad.

Miss Scoggin—Do you think they would profit by our mistakes? Perhaps we should send books about our problems and what attempts we are making to solve them.

The conversation continued and books were suggested in the fields of race relations, science fiction, mysteries, animals and vocational guidance. At the close of the meeting the teen-agers turned in seventy-five different book titles which they recommended for foreign teen-agers.

St. Louis County Library Survey

EMILY L. MAYNE and RUSSELL J. SCHUNK

State Library Division

On February 14, 1950, the Board of County Commissioners of St. Louis County, Minnesota, adopted a resolution authorizing and requesting that the Director of the Library Division, State Department of Education, conduct a survey of rural library facilities and requirements in the county and make advisory recommendations thereon to the Board. It also appropriated from the county library fund two hundred dollars to cover the county's share of the necessary expense of the survey.

The State Director and the Supervisor of the Extension Library have gathered necessary field data and have studied relevant records and files. They have checked the areas and people to be served, the means of access and methods of delivery to those areas, the specific physical problems to be faced in giving library service, the existing resources for county library service, including books, periodicals, newspapers, vertical file and audio-visual collections. Circulation figures were examined; methods used for contacting county people were checked; physical facilities for service (reading rooms, trucks, shipping containers, etc.) were inspected; and education and training of personnel involved in rural library service was recorded.

History of St. Louis County Library Service

Library service was begun in St. Louis county in March, 1937, with an appropriation of \$4,000 made to each of four public libraries: Duluth, Ely, Hibbing and Virginia. The Board of County Commissioners entered into a separate contract with each of the four libraries for service to different specified areas.

The total of these areas covered all of the county outside of the cities and villages having tax supported public libraries. These areas are approximately the same as they were when the first contracts were executed. There are approximately 48,000 people to be served in the county areas. Service is furnished to them through collections of books and other materials in stores, schools, town halls, and private homes. With the excep-

tion of the special situation in Stuntz Township, no bookmobile service is attempted. But the deposit collections are changed as frequently as possible, and individual requests are filled as promptly as the collections and the delivery facilities permit.

Approximately 15 per cent of the residents of the rural area are registered but, since a single card frequently is used to serve an entire rural family, it is conservative to say that about half of the rural population make use of the county library facilities.

Library Finances

Before the county library service was established, it was estimated that a separate county library unit to serve the population of 35,750 would cost at least \$50,000. By using the existing facilities of the four libraries and reducing the areas over which collections must travel, a great saving was accomplished. According to an article in the June, 1937, issue of *Library Notes and News* (Volume 12, page 3), it was estimated that the ultimate cost of the service should not exceed \$35,000 per annum.

It is to be noted that despite this estimate the four libraries are still receiving the same fixed sum of \$4,000 each that was tentatively set up thirteen years ago. There is no need to emphasize the fact that the cost of all of the items involved in giving library service has increased substantially during the same period.

St. Louis County was one of the pioneers in establishing service to its rural population, but it is quite evident that it has not developed and supported its county library service as was originally contemplated. It is also clear that, as part of a present and future program, the Board should give careful thought to the modernizing and strengthening of rural library facilities through increased financial support. In considering this problem the Board is not handicapped by the necessity of any new legislation, since present state laws provide for an adequate basis for support for St. Louis County.

If the present assessed valuation of eligible St. Louis County property—\$48,884,662

—were subject to the two mill maximum for county library service, an annual income of \$99,769 would be produced. The present actual tax is .36, which produced \$17,958 this year.

When library service was established for the county, there was a national standard recommended by the American Library Association for minimum support of public library service at the rate of one dollar per capita per year. In 1948 the American Library Association released an amended figure of one dollar and fifty cents per capita per annum.* It is not the purpose of this report to recommend immediate drastic increases in the county library budgets, for it is realized that tax loads are already heavy and that county commissioners are faced with many acute problems in apportioning the tax dollar. Nevertheless it is only proper to quote the above national figures so that the Board may realize more clearly the exact state of affairs in regard to its present appropriation for county library service.

In order to analyze the present state of library finances, it is necessary to examine the adequacy of the three elements affecting library service. These three elements are: (1) Library collections; (2) Physical facilities; and (3) Personnel.

Library Collections

The Supervisor of the Extension Library spent two days in each of the four areas in

April. She accompanied each librarian in charge of county service on a field trip, visiting at least one large and one small station in each area. Personnel in charge of the station, equipment, hours the patron could use the library were observed.

The quality of book stock was measured by checking Horton's *Buying List of Books for Small Libraries* (7th edition) for basic stock; adult books of 1946-1949 from annual lists published in March issues of *Minnesota Libraries* for later additions. Starred titles in the *Children's Catalog*, 1946 edition, and 1949 supplement were checked. The presence of low-quality series books not circulated in standard libraries was recorded from the list published in *Minnesota Libraries* in September, 1941 (Vol. 13, p. 205).

Annual station circulation records were examined at each of the four headquarters. Circulation as indicated by names on borrowers' cards and the length of time the books had been at the station were studied at the stations visited.

The size of book stock at each station in the area was determined from cards in the station files at headquarters. The relationship of stocks of fiction, non-fiction and children's books was carefully noted.

The annual circulation trend for each of the four libraries is shown in the following table:

Circulation Statistics

	Duluth	Virginia	Hibbing**	Ely	Total
Population of Area 1940....	18,528	12,593	13,207	3,641	47,969
Circulation by Year					
1937.....	17,374	14,605	80,162	2,409***	114,550
1938.....	32,808	37,401	94,834	35,808	200,851
1939.....	34,926	41,158	101,247	51,952	229,283
1940.....	43,341	39,297	94,945	56,616	234,199
1941.....	49,043	42,299	92,380	54,711	238,433
1942.....	47,622	38,056	88,976	51,700	226,354
1943.....	45,766	30,660	74,363	42,672	193,461
1944.....	48,975	32,567	80,167	35,851	197,560
1945.....	50,284	32,043	73,298	33,843	189,468
1946.....	50,754	30,646	70,554	31,052	183,006
1947.....	51,575	28,416	73,253	28,820	182,064
1948.....	53,759	28,764	73,450	25,688	181,661
1949.....	45,212	26,768	74,540	24,777	171,297

*In A National Plan for Public Library Service, pp. 20-21.

**Includes Stuntz Township.

***Did not begin operating until fall.

When books are purchased for library service, the trained librarian uses a number of aids to book selection. A list* of twenty of these basic aids was checked against the holdings of the four libraries with the following results: Duluth, 20 of titles listed; Ely, 7; Hibbing, 19; and Virginia, 17.

The holdings of the libraries were also checked against thirteen basic reference tools;* i. e., encyclopedias, dictionaries, and the like. The following figures resulted: Duluth, 13 of titles listed; Ely, 9; Hibbing, 13; and Virginia, 13.

To see if the library staff was keeping currently posted on professional library matters, the library's subscriptions were checked against a list* of five items of professional library literature, with the following results: Duluth, 5 of titles listed; Ely, 1; Hibbing, 5; and Virginia, 4.

Realizing that periodicals are an active and important portion of a modern library's collection, a selected list* of seventy-two magazines was checked, and showed that the holdings of the four libraries was as follows: Duluth, 56 of titles listed; Ely, 30; Hibbing, 53; and Virginia, 55.

Foreign language and special subject collections were checked and noted. The proportion of fiction and non-fiction was studied carefully. In general it may be said that the collections in all parts of the county have too much fiction in them, and that much of it is outdated. Collections in the stations are altogether too small to attract avid readers, yet there is no public relations program to attract new people, or to develop children's reading. Many stations do not have children's collections, relying upon school libraries to carry the entire juvenile service load. Field work revealed that all four libraries need additional funds for books to freshen and enlarge their collections.

Physical Facilities

The headquarters rooms and various other outlets for county library service have been visited, and the floor space, shelf capacity, and equipment examined. Each of the four libraries has different specific problems in connection with its housing facilities, so no general recommendation should be included here. Of course, with the growth of modern book collections for the county, there

should be planning for increased shelf capacity.

It is suggested that the libraries take some steps to indicate to those unacquainted with the library that county library service as well as community library service is furnished.

The delivery equipment used in rural library service was also examined. Three of the libraries—Duluth, Hibbing and Virginia—face replacement problems in the near future. Ely pays a driver, who sometimes furnishes his own truck or car, and sometimes uses the librarian's car. He is paid sixty dollars per month. When one considers that he makes only three or four trips of one day each per month, during which he delivers approximately 600 books, it would seem that a more economical way of handling this service might be developed.

Personnel

Since the direction of rural library service requires professional library training and experience, this survey has included a recording of these items as they apply to the individuals administering service in each of the four areas of St. Louis County. The following is a summary:

DULUTH

The county librarian at Duluth has been on the staff at that library for some time and has served the county since shortly after rural library service was organized. She has a B.A. degree, and a B.S. degree in Library Science from the University of Minnesota.

ELY

The public librarian, who directs rural library service in this area, has a high school education but has no library training, and had no library experience before securing her present position.

HIBBING

The county librarian has a B.A. degree and a B.S. degree with a major in Library Science from the University of Minnesota.

VIRGINIA

The full-time county librarian has a B.S. degree with a major in Library Science from the University of Minnesota.

Recommendations

1. That the Board of County Commissioners adopt a program of financial support

*List on file in State Library Division.

leading, over a period of five years, to a minimum of \$1.00 per capita for rural (county) library service.

2. That a minimum sum for support for each library be \$4,000 per annum and that all sums appropriated beyond the \$16,000 per annum be allocated on the basis of percentage of population to be served. The present formula would be as follows: Duluth, 38%; Hibbing, 28%; Virginia, 26%; and Ely, 8%.

This is based on 1940 census figures. 1950 figures are not as yet available, but the librarians in the four areas and the St. Louis County Auditor have stated that no population shift affecting library service has taken place. A 1950 percentage can be easily computed when the new figures are released.

3. That the library boards and librarians of the four libraries concerned give careful consideration to the increased purchase of books (particularly in the field of non-fiction) as their respective rural (county) library budgets are increased. It is suggested that any increased book purchases by the Ely librarian be made from American Library Association or Minnesota Library Division approved lists.
4. That the Board of County Commissioners increase the transportation appropriation to the three libraries owning delivery equipment so that they may budget their mobile unit costs for replacement every four years. This annual appropriation should be in addition to the amount allowed for current car supplies and repairs.

Example: Estimating a delivery truck at a current cost of \$1,800, the sum of \$450 should be allowed for each of the four years in addition to gas, oil, repair costs, etc. Present equipment in

at least two of the libraries is in need of immediate replacement if large repair bills are to be avoided.

5. It is recommended that the Board of Library Trustees of the Ely Public Library be requested to embark on a five year program bringing about the professional library training of the person responsible for administration of rural library service in that area of St. Louis County. It is further suggested that in case the Ely Board does not wish to provide the same standards of professional library service as those prevailing in the other three libraries rendering service to the remainder of St. Louis County, the Ely county area be re-allocated to the Hibbing and Virginia libraries and the supporting appropriation be assigned to those libraries on the basis of the additional rural population to be served.
6. It is recommended that the Board of County Commissioners encourage all four libraries to embark on a program of public relations patterned to stimulate use of rural library facilities by the fifty percent (or more) portion of county people not now in contact with rural library facilities.
7. It is recommended that the present contract form be brought up-to-date, particularly in its references to Minnesota laws and in its descriptions of areas to be served.

Conclusion

On September 26, 1950, a twenty page report, including recommendations for the improvement of St. Louis County library facilities, was presented to the Board of County Commissioners by the Director of the State Library Division. The Board indicated its interest in working at the recommendations contained in the survey.

Expenditures for County Library Service

Duluth	1947	1948	1949
Books	\$1,583.74	\$1,195.05	\$ 959.14
Salaries: Library	2,124.15	2,478.30	2,665.90
Janitor	12.00		
Transportation	242.09	293.32	310.06
Supplies	56.51	30.23	18.49
Postage, freight, express, etc.			10.00
Other	51.63	50.34	66.33
Total	\$4,070.02	\$4,047.24	\$4,029.92

<i>Ely</i>	1947	1948	1949
Books	\$1,370.23	\$ 761.23	\$1,117.14
Salaries	1,864.96	1,992.33	2,262.27
Expenses of library car..... (Includes salary of driver)	606.45	687.50	750.00
Supplies	120.15	128.91	240.83
Postage	15.00	9.77	13.00
Total (estimated).....	\$3,960.71	\$3,571.23	\$4,370.24
<i>Hibbing</i>	1947	1948	1949
Books	\$ 161.87	\$ 179.38	\$ 44.07
Salaries	3,366.30	3,568.40	3,806.38
Transportation (Library car)....	285.72	181.70	231.79
Supplies (Miscellaneous).....	16.45	23.40
Insurance	112.50	112.50
Total.....	\$3,926.39	\$4,061.13	\$4,105.64
<i>Virginia</i>	1947	1948	1949
Books	\$ 905.62	\$ 805.54	\$ 871.53
Binding	160.00	75.00	185.13
Salaries: Librarian.....	1,904.50	2,100.00	2,117.50
Janitor.....	540.00	540.00	540.00
Supplies	97.00	29.21	26.00
Water, light, gas.....	66.55	63.31	101.00
Truck repairs	114.30	195.46	20.27
Truck insurance	85.90	101.80
Light repairs (County room)....	42.00	15.83
Miscellaneous	77.89	78.97	122.74
New equipment: Postal scale....	6.75
Total.....	\$3,993.76	\$3,996.04	\$4,000.00

Personnel Problems

The American Library Association has just published a manual, *Supervising Library Personnel*, by Adra M. Fay, Assistant Librarian at the Minneapolis Public Library. It was originally published for use with the Minneapolis staff but so much national library interest developed that the supply was soon exhausted. The American Library Association therefore is issuing it so that it can be made more widely available. As to content, it is a straightforward compilation of the highlights of good supervision. On the other hand, it is sufficiently general to be used by almost any large or medium-sized library. Included are chapters on Supervision, Good Public Relations, Good Staff Relations, and Problems of Supervision. A brief bibliography concludes the publication. 50c

Fifty-Sixth Conference

MARY L. DYAR

Secretary, Minnesota Library Association

The Fifty-Sixth Conference of the Minnesota Library Association was held in Duluth at the Hotel Duluth, September 28, 29, 30. Special emphasis was given to Minnesota's library problems, with two general sessions devoted to the state library picture as it exists and to methods for securing legislative changes. Total registration of librarians, trustees, and friends at the Conference was 263.

FIRST GENERAL SESSION. The meeting was called to order at 2:30 p.m. Thursday, September 28, with Mary C. Baker, Stearns County Librarian, presiding. In her welcome to the Fifty-Sixth Conference, President Baker reminded the Association that it was fourteen years since the Association had met in Duluth. She then introduced Mayor George W. Johnson, who welcomed the group to "the finest city in the United States." The President then introduced the Executive Board: Borghild Lee, Second Vice-President; Mary L. Dyar, Secretary; Ruth M. Jedermann, Treasurer; Glenn M. Lewis, Ex-Officio Member; Emily L. Mayne, A.L.A. Councilor; Alice L. Brunat, A.L.A. Councilor; and the Convention Chairman, Jane Morey of Duluth, and the Exhibits Chairman, Ernest L. Johnson of Minneapolis. The Secretary read a summary of Executive Board action, mentioning in particular that in July it had been the difficult duty of the Board to accept the resignation of Mrs. Agatha L. Klein as M.L.A. President. Emily Mayne, Chairman of the Federal Relations Committee, presented a report for her committee. Borghild Lee, Second Vice-President, read a report of the District meetings which had been held in five communities in May. The Secretary read reports on the Storytelling Institute and the Spring Institute on Minnesota's Library Problems. A resumé of the business meetings at the July A.L.A. Conference in Cleveland was given by Emily Mayne.

Following these reports Mary C. Baker introduced the chairmen of the Activities, Legislative, Public Relations, and Survey Committees and a representative from the Trustee Section, who presented the report

of the Section's work in the form of a panel discussion: *Minnesota's Legislative Needs*. Lucille Gottry as Chairman of the Survey Committee was leader of the panel. In her introductory remarks she reviewed the efforts of the Committee to secure the survey of the state's libraries, which was made by Louis C. Dorweiler, Jr., for the Minnesota Legislative Research Committee. After an outline of what the survey covers, she pointed out what information it does not contain. She then called on members of her panel to explain how their committees had coordinated their activities around the central issue of Minnesota library problems.

Mrs. Margaret Leonard, Chairman of the Activities Committee, reported the results of a study of taxation for library purposes. Helen Young reported for the Legislative Committee, saying that the group had studied library laws of fifteen states; that the Committee is aware of many desirable legislative changes which should be integrated with an evaluation of the survey.

Anita Saxine, as Chairman of the Public Relations Committee, told what state organizations the Committee has worked with—P.T.A., Farm Bureau, Rotarians, etc.—and stressed the need for each individual librarian to promote good public relations.

Mrs. Carl Flodquist presented a *Trustee's Perspective on Legislative Needs*, emphasizing the library's role in social progress.

Following the panel presentations there was group discussion from the floor. Miss Gottry summarized the thinking of the panel and the group and stated that the discussion pointed up the need for a program of state aid for Minnesota.

SECOND GENERAL SESSION. Thursday evening at 8:00 p.m. the Second General Session was called to order by President Mary C. Baker, who turned the meeting over to Dr. E. W. McDiarmid. He departed from the scheduled program and introduced "one of the great librarians of this state and nation, Miss Gratia Countryman." Miss Countryman responded with a greeting to the Association.

Dr. McDiarmid then introduced the speaker of the evening, Ralph A. Ulveling, Director of the Detroit (Mich.) Public Library. Mr. Ulveling spoke on the Leigh *Public Library Inquiry*, not to dissect it, but to clarify it. He pointed out that the "great and unique strength of libraries" is in providing the freedom for every person to achieve his fullest development. He called upon librarians to maintain this strength proudly and to proclaim it. A highly stimulating part of his talk was on classification of books by use and appeal rather than by the conventional classification schemes. In conclusion Mr. Ulveling stated that the final test of a functional library is the thing that happens when a librarian and a reader meet.

A reception given by the Duluth Public Library Board made the evening inspiring and entertaining.

THIRD GENERAL SESSION. Mary C. Baker called the meeting to order at 10:00 a.m. and presented Mrs. Margaret Culkin Banning, moderator of the panel discussion *Should Librarians Read?* After general introductory remarks on reading, Mrs. Banning introduced her panel members, who presented ten-minute discussions on various aspects of the subject.

Lenore Snodgrass, Head of the English Department of Duluth Denfeld High School, elaborated on the question, *Should Librarians Read?* suggesting that there might be some non-reading librarians.

Marie Knudson, head of the International Falls Public Library, ably defended her belief that the librarian must assume the responsibility for reading as much and as often as she can. She must know books by reading—*books themselves* rather than *reviews*. She should be honest with her patrons, on occasion admitting that she has not read a book, stating instead what a professional reviewer has written. Miss Knudson declared that the wise librarian would never underestimate the reading tastes of her borrowers.

Robert Simonds, Head of the Order Department of the Minneapolis Public Library, presented a discussion of the methods and habits of reading. He pointed out that we read as professional librarians and as individual personalities and stressed the need for wide reading interests and the advisability of developing critical skills. Mr. Si-

monds cautioned that, with all its importance, reading is only one activity of a well-balanced life.

Albert Tezla, Instructor in English at the Duluth Branch of the University, spoke on the philosophical aspects of reading and gave suggestions on specific titles librarians should read.

Mrs. Banning skillfully promoted a lively general discussion. She concluded the panel with the thought that librarians are in a position to help people in this day of confusion and eagerness for knowledge.

FOURTH GENERAL SESSION. After a splendid smorgasbord, Mary C. Baker introduced Mrs. Margie Malmberg, Director, A.L.A. Washington Office. Mrs. Malmberg's subject was "The Boys on the Hill—Strategy for Action in Minnesota." She analyzed the panel discussion on legislative needs. She mentioned first that Minnesota must have a plan which the Minnesota Library Association understands and supports. Then there must be extensive channels of communication and the joint efforts of trustees and librarians. Mrs. Malmberg's suggestions for strategy were basic and specific. A point made with fervor in Mrs. Malmberg's talk was that candor and honesty in promoting legislative action are imperative—that the program must be one that stands on its own merits. She spoke also of the federal library plans and commented on how any strengthening of libraries on the local level is felt all the way up the line to the federal level.

FIFTH GENERAL SESSION. As customary, the last General Session was the annual business meeting of the M.L.A. The first order of business was presentation of resolutions submitted by the Trustee Section. Substance of the resolutions and the action taken was as follows: (1) Resolved that a joint committee from the M.L.A. Executive Board and the Trustee Section study M.L.A. organization to determine changes beneficial to both groups. This was referred to the M.L.A. Executive Board for action. (2) Resolved that a study be made and remedial action taken to allow library trustees to be reimbursed for expenses in performance of official duties. Accepted. (3) Resolved that proper investigation be made and action taken to permit county

representation on municipal library boards. Read for information.

Resolutions submitted from the Legislative Committee were as follows: (1) Resolved that the M.L.A. Executive Board appoint committees to study (a) State Aid, (b) Regional Libraries, (c) Certification. (2) Resolved that M.L.A. support legislation permitting library board members to be reimbursed for expenses incurred in performance of official duties. (3) Resolved that M.L.A. support legislation calling for distribution of publications of municipalities and their local governmental units to the University of Minnesota Library, State Historical Society and the libraries of the localities issuing publications. (4) Resolved that M.L.A. support an amendment to Sec. 134.12 in the state library law, changing the permissive mill rate from one to two mills, which a county, town, city or village may levy in contracting with an existing free public library. The Association concurred in all.

Resolutions of the Activities Committee were submitted as follows: Resolved that M.L.A. explore possibilities of increasing library income by (1) Increased budget for the Library Division. (2) Increased millage. (3) Charter changes. (4) Tapping other local funds. (5) Federal aid. Resolution passed. Resolved that the Legislative Committee consider corrective legislation leading to adequate rural representation when counties contract with the city library boards. Resolution passed.

Perrie Jones submitted a resolution that M.L.A. subscribe to the A.L.A. Bill of Rights. Resolution accepted.

Committee reports were next presented. Membership Committee, Alberta Heagle, Chairman, reported as follows:

Renewed Memberships, '49/'50.....	447
Conference renewals	32
New Members, '49/'50	47
New members at conference.....	14

Total Membership 540

Ruth Jedermann gave the Treasurer's annual report, a summary of which follows:

Balance carried forward	
Oct. 1, 1949.....	\$ 261.01
Total receipts	2,110.44
Grand total	\$2,371.45
Total disbursements	2,241.37
Checking account.....	130.08
Cash on hand.....	32.50
Total balance on hand.....	\$ 162.58
Assets as follows:	
Checking account balance	
Sept. 27, 1950.....	\$ 130.08
Cash on hand Sept. 27, 1950	32.50
6 U. S. War Bonds, face value	600.00
Total assets	\$ 762.58

Jane Morey, Convention Chairman, reported that registration at the conference was 263.

Mrs. Helen Sweasy, member of the Nominating Committee, reported that the following officers for 1950-51 had been nominated and elected by ballot:

President.....	Mary C. Baker
First Vice-President and President-Elect	Errett W. McDiarmid
Second Vice President.....	
.....	Mrs. Frank Balzer
Secretary.....	Mary L. Dyar
Treasurer.....	Esther Reinke
A.L.A. Councilor.....	Jane Morey

After the new officers had been introduced, Francis Method, Chairman, read the report of the Resolutions Committee, thanking all persons and institutions that had contributed to the success of the conference, especially the Logan Bindery for furnishing the programs.

Alice Brunat, Program Chairman, thanked those who helped in planning the program and especially Mrs. Agatha L. Klein, ex-President, who had conceived the general plan of the conference.

Mary C. Baker explained that she had taken the office of President in July, when Mrs. Klein resigned. She thanked the Executive Board, the Committee and Section Chairmen for their good work during the year and bespoke the help and cooperation of the entire membership for the work which lies ahead.

Trustee Section

MINNESOTA LIBRARY ASSOCIATION

ANNUAL REPORT, OCT. 1, 1949-SEPT. 30, 1950

MRS. W. E. BALLENTIN, *Retiring President*

Since the Trustee Section of M.L.A. has been relatively inactive the past few years, the object of the group this past year has been the formulation of plans in the hope that it will play an increasingly important role in developing active local trusteeship and keener participation in the carrying out of state-wide library planning.

As an initial step, trustee representation was secured on each of the M.L.A. standing committees. Mrs. Carl Flodquist of North Branch, as Trustee representative on the Legislative Committee, reported that she had attended three meetings during the year.

The Section for the first time assumed the responsibility for securing Institutional Memberships. One-half of the funds from these memberships is turned over to the Trustee Section for the carrying on of their program.

A questionnaire requesting the names, addresses, expiration date of trustee's term, and vocation of board member was included with the letter urging library boards to take out Institutional Memberships. It was felt that this information would prove useful in the development of the Section. The response was highly encouraging, indicating substantial interest of board members in the establishment of a strong state-wide organization.

There was a 50% return of questionnaires from the 159 boards contacted. It was interesting to note that the largest group of board members returning the questionnaire were housewives, 281 of them, compared with 109 businessmen, 68 educators, 15 doctors and dentists, 21 lawyers, 10 clergymen, 51 miscellaneous, and only *one* farmer.

The Section made a survey of the organizational patterns of successfully operating Library Trustee Organizations in other states. This information will be used in the future development of the Trustee Section.

A Constitution and By-Laws were presented at the Section's annual meeting at the M.L.A. convention on September 29, in Duluth. One of the features which was accepted by the group provides for the

expansion of the present executive board from five members to 11 members, adding the retiring president and five additional trustees-at-large, representing all parts of the state. This provision will give more trustees the opportunity to participate in the planning and carrying out of the Section's activities.

There was a large turnout for the Trustees Luncheon on Friday, September 29, in the Duluth Hotel, perhaps one of the largest meetings that the Section has had for a good many years. Mrs. Margie S. Malmberg, Director of the A.L.A. Office in Washington, told the group that libraries reflect the community, state, and nation. She said that one of the big jobs of trustees is to sell library service. Because of their contacts, even more so than librarians, trustees are in a position to do this promotional job in the community, state, and nation. She emphasized that library trustees are important people, and that while they must exert an effort toward making their own library a good one, they also must look beyond their own horizon and realize that they have obligations toward improving the larger picture.

A panel on *The Library Trustee* was also a part of the afternoon's program. This discussion was aimed at giving each one present a broad perspective of the duties, obligations, and attitude of a trustee toward his library and toward his librarian and staff.

Members on the panel and their topics were:

"Legal Status of Trustees"—Francis Method, trustee, Kinney

"Organization of Board"—Mrs. J. R. Sweasy, trustee, Red Wing

"Budget"—Harold Reich, trustee, International Falls

"Relationship of Trustees and Librarians"—Mrs. Frank Balzer, trustee, Mountain Lake

"Personnel Problems"—Russell Schunk, Director, State Library Division

"Expanding Services"—Anne Farrington, Wisconsin Free Library Commission

Two resolutions were passed endorsing legislation planned by the M.L.A. Legislative Committee pertaining to reimbursing trustees for necessary expenses in the carrying out of their duties, and pertaining to having county representation on public library boards which have contracted with a county to give county service.

A third resolution was passed requesting a study of the need for revisions in the M.L.A. Constitution and By-Laws beneficial to both trustees and librarians. It was recommended that a joint committee be appointed to make this study. These resolutions were given to M.L.A. and were read before the M.L.A. delegate body Saturday morning.

Mr. M. L. Malmquist of Grand Rapids explained the Indiana Manual of *The Library Trustee*, a small booklet, the trustee's Bible as he termed it. Mr. Malmquist was

delegated to investigate the expense of printing such a manual for Minnesota. It was voted that the Executive Board of the Trustees Section be responsible for this project, provided that the expense is not prohibitive.

Officers elected for the Section are: President, Mrs. J. R. Sweasy, Red Wing; 1st Vice President, Mrs. Frank Balzer, Mountain Lake; 2nd Vice President, M. L. Malmquist, Grand Rapids; Secretary, Mrs. Carl Flodquist, North Branch; Treasurer, Mrs. Arthur Harrington, Calumet.

Delegates-at-large are: Mr. Harold Reich, International Falls; Mrs. C. A. Carlson, Bemidji; Mr. H. P. Bradt, Sherburn; Mrs. O. A. Stubstadt, Winona. One more delegate-at-large is to be selected. Officers are to serve for a two-year period, with the exception of the 1st vice-president and secretary who will serve the ensuing year and then will be elected for two-year terms.

School Library Meeting

The Minnesota Association of School Librarians met at the Edina High School on Friday, November 3, 1950 for its second biennial meeting, with 185 librarians present. Miss Blanche Thompson, President, opened the meeting.

Dr. Guy Bond, University of Minnesota, spoke on *Developmental Reading in the School Library* at the morning session. He stated that education's responsibility is to develop in children the ability to read and to communicate. In order to be successful in competition with radio, movies, and television, reading must develop broad interests. Reading has five distinct advantages over any of the other means of communication: the reader is allowed time for reflection; he can turn back and reread; he can call upon many experts; he can find material adapted to his individual needs; and he can get the best a man has to offer from the books he writes.

School librarians share a unique responsibility for helping to develop better readers; they are in a strategic position to assist the child in developing independent reading habits and improved reading tastes, and to help teachers in the selection and use of materials. A trained librarian and a centralized library are essentials in every school. Classrooms should have mobile "libraries."

Dr. Bond made a plea that school librarians do a better job of evaluating the difficulty of reading materials, particularly those for the beginning reader.

At the luncheon meeting, Mrs. Jessie Parsons, of Elk River, spoke on the subject, *My Philosophy of School Librarianship*. She suggested that a good library is built each year on the situation presented the first day of school. The librarian must take stock then, using all the wisdom and vision she possesses, to evaluate the possibilities for growth. Her personal aim must be to refresh herself by reading and by additional training; her daily tasks must be to bring

all available resources to the reader and to be a curriculum consultant to the faculty.

Several current books for children and young people were discussed by Janet Lockhart and Irene Garrigan, with generous contributions from the audience as to the value of these titles in the school library.

The new officers for the association were announced at this time: Ingrid Miller of Edina, President; Almyra Baker of Crosby-Ironton, Vice-president; Irene Garrigan of Winona, Secretary; and Marion Welken of Albert Lea, Treasurer.

During the business meeting, which was held after the luncheon, reports were read. The membership approved committees for the promotion of elementary school libraries and recruiting.

Three discussion groups followed the business meeting. Gladys Larson of Hopkins discussed the Elementary Library Program, stating that elementary school libraries are essential, that the elementary school child has too little access to libraries, and that pupils should be able to visit the library at all times.

Lois Skillen of Stillwater, spoke on the *Library in the Guidance Program*. She said that guidance may be defined as "Seeing through Johnny and seeing Johnny through." The librarian can often deal with an individual child and through reading guidance suggest books that will help to meet an individual problem. The library should be the center for the vocational and college material, including a professional collection of counseling material for teachers.

Naomi Hokanson of Stillwater discussed the *Librarian's Role in the Developmental Reading Program*. She emphasized that school librarians should be concerned with the developmental reading program in their schools and with the contributions they can make to that program.

Glacia F. Cole, *Secretary*.

BOOKS AND PAMPHLETS

Business Books and Pamphlets

Compiled by Dorothy F. Ware

Suggested list of publications for the smaller public library. Librarians should check for later editions, as many annual and biennial directories will be issued during 1951.

General Directories

- Ayers, N. W., and son. *Directory: newspapers and periodicals 1950*. Ayer. 1950. 25.00. Guide to publications printed in the United States and its possessions, the Dominion of Canada, Cuba, and the Republic of the Philippines. Descriptive material on states and towns is useful.
- Chamber of commerce of the state of New York. *List of Chambers of commerce in the U. S. in all cities of 5,000 population or over, July 15, 1950*. Chamber of commerce of the state of New York. 1950. Free. Names of secretaries or managers are included.
- Martindale-Hubbell law directory, 1950. Martindale-Hubbell, inc. 1950. 37.00. Volumes 1 and 2 contain a roster of lawyers in the United States and Canada, patent attorneys and a selected list of foreign lawyers. Volume 3 includes a digest of laws of the states and territories, copyright, patent, tax, and trade mark laws of the United States and a court calendar for each state.
- Polk's bankers' encyclopedia, March 1950; 111th ed.* R. L. Polk & Co. 1950. 20.00. Complete bank directory of each state, Canada, and foreign countries, list of investment dealers, brokers, and stock exchange members.
- Poor's register of directors and executives, U. S. and Canada.* Standard & Poor's corp. 1950. 60.00 on lease. 85.00 on purchase. Alphabetical directory of companies with officers, types of product, and number of employees. Officers and directors are also listed with their corporate affiliations.
- Standard advertising register, April 1950; vol. 35.* National register pub. co. 1950. Price on request. Record of over 13,000 advertisers with names, addresses, businesses, executives and advertising agencies. Geographical index published separately.
- Thomas' register of American manufacturers, 1950; 40th ed.* 4 vol. Thomas pub. co. 1950. 15.00. Volumes 1 and 2 are classified lists of products. Volume 3 contains an alphabetical list of manufacturers and a trade name list. Volume 4 is a product finding guide.
- U. S. Congress. *Official Congressional directory, 81st Congress, 2nd session, beginning January 3, 1950*. Govt. print. off. 1950. 1.50. Complete information on the Congress, biographical sketches of congressmen, personnel of committees, commissions and boards. Lists personnel of all departments, bureaus, and other agencies of the Federal Government.
- U. S. Dept. of commerce. *National associations of the U. S.* The dept. 1949. 3.50. Directory of trade associations, professional societies, labor unions, farm cooperatives, chambers of commerce, better business bureaus, and other organizations.
- U. S. Dept. of labor. *Directory of consumers' cooperatives in the U. S.* The dept. 1949. 35c. Names and addresses of consumers' cooperative associations are listed by state together with a designation of kinds of business done or activities carried on.
- U. S. National archives and records service. *United States government organization manual, 1950-51.* The service. 1950. 1.00. Official organization handbook of the Federal government. Contains information on the organization, activities, and functions of government agencies together with lists of principal officers.
- U. S. Post office dept. *United States official postal guide.* 2 vol. Govt. print. off. 1949. 2.20. Part 1 is useful for spelling names of cities and towns and determining counties in which they are located and the county seats. Part 2 contains instructions and information on international postal

services and lists foreign countries with postage rates.

Minnesota Directories

League of Minnesota municipalities. *Directory of Minnesota municipal officials, May 15, 1950*. The league. 1950. 1.50. Annual list of city and village officers. Names of all officials are given for municipalities of 1,000 and over. Mayors and clerks are listed for places under 1,000.

Minn. Dept. of agriculture, dairy and food. *Bulletin of information*. The dept. 1949. Free. Directory of Minnesota creameries, cheese and ice cream factories, milk plants, canneries, bottlers, food lockers and registrants of economic poisons.

Minn. Dept. of business research and development. *Directory of Minnesota manufacturers and guide book to Minnesota industry, 1949*. The dept. 1949. Free. Minnesota manufacturers are listed both by product and under community. Names of owners or managers are included, year of origin when available, number of employees and products.

Minn. Dept. of health. *Minnesota directory of licensed hospitals and related institutions*. The dept. 1950. Free. Includes maternity homes, homes for convalescents, and homes for the aged as well as general and specialized hospitals.

Minn. Secretary of state. *Legislative manual of the state of Minnesota, compiled for the Legislature of 1949*. Secretary of state. 1949. Free. Contains a list of legislators and other state officials with biographical sketches, a director of county officers, a list of newspapers of the state, election returns, and other useful information.

Minn. State board of medical examiners. *Directory of licensed physicians and surgeons, osteopaths, chiropractors, midwives, masseurs and certified public health nurses*. The board. 1950. Free. Alphabetical lists with office addresses.

Minn. State board of registration for architects, engineers and land surveyors. *Year book of registered architects, engineers and land surveyors*. The board. 1950. Free. Pamphlet contains registration rules and regulations and a roster of architects, engineers and surveyors.

Minn. University. Mines experiment station. *Mining directory of Minnesota. 1950. 30th*

ed. The university. 1950. Free. Directory of operating companies and mines. General statistics on the iron ore industry are included.

Minn. editorial assn. *Rates and data for Minnesota's 442 weekly and daily newspapers*. The assn. 1950. Free. Circulation figures, names of publishers, dates of publication, and advertising rates are given.

Minn. society of certified public accountants. *Year book, 1948-49*. The society. 1948. Free. Directory of members listed alphabetically by cities.

Minn. state bar assn. *Official membership directory of the Minnesota state bar association, 1950; 21st annual ed.* The assn. 1950. Free. Annual directory of members in all Minnesota cities.

Northwestern lumbermen's assn. *Northwestern blue book, 1950*. The assn. 1950. Free. Directory of retail lumber companies in Iowa, Minnesota, North and South Dakota. Includes buying guide of manufacturers and wholesalers.

Underwriters' hand-book of Minnesota, fire casualty and life. National underwriter co. 1949. 10.00. Lists of insurance companies operating in Minnesota, agents and field men and insurance organizations.

Telephone Directories

Telephone books must be ordered through the local telephone companies. *Chicago telephone directory*. 2 vols. Illinois Bell Telephone co. 1950. Alphabetical section \$2.00. Classified section \$2.00. Both sections are necessary for adequate coverage.

Manhattan telephone directory. 2 vols. N. Y. Telephone co. 1950. Alphabetical section 1.35. Classified section 85c. Directories for other boroughs, Bronx, Brooklyn and Queens, would also be useful.

Facts and Figures

Munn, G. G. *Encyclopedia of banking and finance; 5th ed.* Bankers pub. co. 1949. 12.00. Definitions, bibliographies, tabulated data, and explanations of banking, investment, economic, and financial terms.

National industrial conference board, inc. *Economic almanac for 1950*. The board. 1950. 2.00. Handbook of useful statistics on business, labor, and government in the United States and other areas.

- Rand, McNally & co. *Commercial atlas and marketing guide; 81st ed.* Rand. 1950. 39.50. Detailed state maps, population figures, industrial and marketing data for states and counties, distance tables, and economic maps are valuable features.
- Sales management (periodical). *Survey of buying power, May 10, 1950.* Sales management. 1950. 3.00. Annual publication of the Sales Management magazine giving estimates of population, number of families, retail sales, and buying income for all counties of the United States and for towns having retail sales of \$4,000,000, or over.
- Shankle, G. E. *Current abbreviations.* Wilson. 1944. 3.00. Abbreviated forms of the names of government bureaus and administrative agencies, civil, political, and religious organizations, and useful commercial terms.
- U. S. Dept. of commerce. *Foreign commerce yearbook, 1948.* Govt. print. off. 1950. 2.00. Statistics and economic data on 68 countries. Figures are given on area, population, education, industries, foreign trade, and government finances.
- U. S. Dept. of commerce. *Statistical abstract of the U. S., 1949; 79th ed.* Govt. print. off. 1950. 3.00. Industrial, social, political, and economic statistics are included in this annual publication.
- Handbooks**
- Aspley, J. C., ed. *Sales manager's handbook; 6th ed.* Dartnell corp. 1949. 10.00. Chapters on sales organization, selection, training, and compensation of salesmen, sales tools, expense control, sales contracts, and methods of distribution.
- Aspley, J. C., ed. *Sales promotion handbook.* Dartnell corp. 1950. 10.00. Part 1 discusses over-all planning of sales promotion activities. Part 2 is concerned with methods of using promotion material in the marketing of products and services.
- Barton, Roger, ed. *Advertising handbook.* Prentice-Hall. 1950. 10.00. Material on copy, layout, media, expenditures, agencies, and departments contributed by 35 experts in the field of advertising.
- Brown, S. M., & Doris, Lillian, eds. *Business executive's handbook; 3rd ed.* Prentice-Hall. 1947. 7.50. Types of business organization, partnerships, corporations, business insurance, purchasing procedures, commercial correspondence, and mathematics are among the subjects covered in this business manual. Forms and tables are included.
- Graham, Irvin. *How to sell through mail order.* McGraw-Hill. 1949. 4.00. An up-to-date book on setting up a mail order business, record keeping, sales letters, advertising, building mailing lists, and government regulations.
- Holmes, L. G., & Jones, C. M., eds. *Real estate handbook.* Prentice-Hall. 1948. 10.00. Intended for persons in all branches of the real estate business.
- Hutchinson, L. I. *Standard handbook for secretaries; 5th ed.* McGraw-Hill. 1947. 3.50. General reference volume for secretaries and others concerned with grammatical and correspondence problems. Detailed index is especially helpful.
- Kelley, P. C., & Lawyer, Kenneth. *How to organize and operate a small business.* Prentice-Hall. 1949. 6.65. Covers retail, wholesale, manufacturing, and service trades.
- Lasser, J. K. *How to run a small business.* McGraw-Hill. 1950. 3.95. The organization, financial arrangement, and legal background of a small business, together with a discussion of accounting procedures and actual operation of the business.
- Nystrom, P. H., ed. *Marketing handbook.* Ronald. 1949. 7.50. Comprehensive volume on the activities of selling, advertising, promotion, research, and management which are included in marketing operations.
- Paton, W. A., ed. *Accountants handbook; 3rd ed.* Ronald. 1943. 7.50. For public and private accountants, controllers, executives, attorneys, engineers, and others dealing with accounts and accounting reports.
- Smart, W. K., & McKelvey, L. W. *Business letters; 3rd ed.* Harper. 1950. 5.00. A volume on the essential principles of commercial correspondence and various types of business letters.
- U. S. Dept. of commerce. *Establishing and operating booklets.* Govt. print. off. 1946-49. Priced from 15 to 65c. Forty-four booklets issued on particular types of small business. List of pamphlets available from the Commerce department.

Periodicals

Business week. McGraw-Hill. Weekly. 6.00 a year. For the business man who wishes to keep abreast of current events and trends. Valuable reference tool. Indexed in the Readers' guide to periodical literature.

Chicago journal of commerce. Daily except Sundays and holidays. 20.00 a year. Business and government activities reported. Financial statistics including securities prices, quotations on grain and other commodities. News of the Upper Midwest is well covered.

Fortune. Time, inc. Monthly. 12.50 a year. Detailed articles on particular industries and companies. Patrons enjoy reading. Useful for reference. Indexed in the Readers' guide to periodical literature.

Survey of current business. U. S. Dept. of commerce. Monthly. 3.00 a year. Data on the nation's business activity in text, statistical tables, and charts. Special articles and studies in each issue.

United States news and world report. Weekly. 5.00 a year. Discussions of international and national events. Departments on labor, finance and business. Charts and tables add to its usefulness. Indexed in the Readers' guide to periodical literature.

Selection Aids

Boyd, A. M., & Rips, R. E. *United States government publications; 3rd rev. ed.* H. W. Wilson. 1949. 6.50. Description of the organization, duties, and publications of the various government departments and agencies. Advice on the selection and acquisition of documents is included.

Coman, E. T. *Sources of business information.* Prentice-Hall. 1949. 6.00. Suggest-

tions on methods of locating facts and a listing of important sources. Most of the book is concerned with a discussion of basic publications in various fields of business activity.

Manley, M. C. *Library service to business.* American library assn. 1946. 1.25. Purchasing guide for small libraries with limited funds is an important section in this pamphlet on business service to the community.

Special libraries association. Public business librarians' group. *Business and the public library.* The assn. 1940. 2.00. Describes methods of establishing and promoting successful business departments, with a suggested list of publications for the collection.

U. S. Dept. of commerce. *American business directories, comp. by M. V. Davis; 2nd ed.* Govt. print. off. 1947. 65c. Republished in book form by the Public affairs press. 1948. 2.75. A classified list of directories with publishers, prices and contents.

U. S. Dept. of commerce. Field service. *Bulletin of commerce.* Semi-monthly. The dept. Free. Contains current statistics for Minnesota, Montana, North and South Dakota and notes on Commerce dept. publications.

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Public Library Research Project

In October, Miss Marjorie Beal, recently retired Director of the North Carolina Library Commission, began a public library research project for the Library Division. In addition to her North Carolina experience, she has been in libraries in Wisconsin and New York. The following is her preliminary statement about the project.

Minnesota is similar to other states. Many people do not have access to public libraries, many people are unaware of the importance of public libraries and the materials and information that they make available. Some libraries are struggling against great odds such as limited book collections, inadequate library quarters and low library incomes. Everywhere there are people enthusiastic about books and reading. Everywhere leaders are making efforts to improve library services.

Librarians of Minnesota wished recommendations for future planning and for better service for the established libraries. To obtain additional data for study, the Minnesota Library Association prepared and mailed early in November two questionnaires to every public, county, and association library. One questionnaire requested information about publicity, the library trustees, the cooperation of the library with community groups, the non-book materials which are owned, the number of books added during the year, the financial and registration figures. The second questionnaire was on reference services and was concerned with who asks the reference questions, whether in person, by mail, or telephone, what reference books are available and the latest edition of some of those books.

The poor location of public libraries, the lack of adequate book stock and weak financial support have focused attention on the formation of larger units for more efficient, cheaper service to reach all the people in an area. The library laws of Minnesota permit contracts with existing libraries and the establishment of multi-county or regional libraries. In every state where these have been organized the small library has not lost its identity but has become larger and more

efficient as a part of the county or regional system. There are large areas of this State where no public library exists. In those unserved areas live almost a million Minnesotans. The problem of supplying books to all the people has been partially solved in Michigan by its county library development, in New York and Massachusetts by regional libraries, by both county and regional libraries in California and North Carolina, and by demonstrations of good library service in Louisiana and West Virginia. In some sections bookmobiles are important devices for bringing books to the people. Minnesota has eleven bookmobiles serving the residents of eight counties.

People need to be informed of how economical library service is and what it would mean to a family to have all the books they desired to read. Picture books for the preschool child, books to supplement the school libraries, book for the older boys and girls who are out of school, books for the adults, in fact books for everybody, should be available.

The metropolitan areas of Minnesota have established libraries which are better supported than any others in the state. The public libraries in the three metropolitan cities and the counties in which they are situated have incomes which average \$2.07 per capita, the remainder of the state has only an average of Twenty-Five Cents per capita for public libraries! According to American Library Association standards minimum library service can be rendered for \$1.50 per capita.

The problem of expanding the present library service, of making people aware of the importance of public libraries, of providing books for all the people is the responsibility of every citizen of Minnesota.

Marjorie Beal.